

**dcerone**

Create Solutions for Change

**Services Overview**



# ABOUT DCERONE



I BACK  
BUSINESSES

WITH CAPITAL &  
CONSULTING

TO UNLOCK  
THEIR NEXT  
MILESTONE.

# DCERONE OVERVIEW

**dcerone is a boutique capital Investment and Consulting firm**

I focus on small businesses with offers in the AI, software, or mSaaS space.

## **Consulting:**

- I help your business streamline product & offer management using my proven Snap-In Systems Engineering method.

## **Investment:**

- With creative financing, we can bolster cash flow, invest in offer enablement, and help reach your businesses next milestone.

# DCERONE:

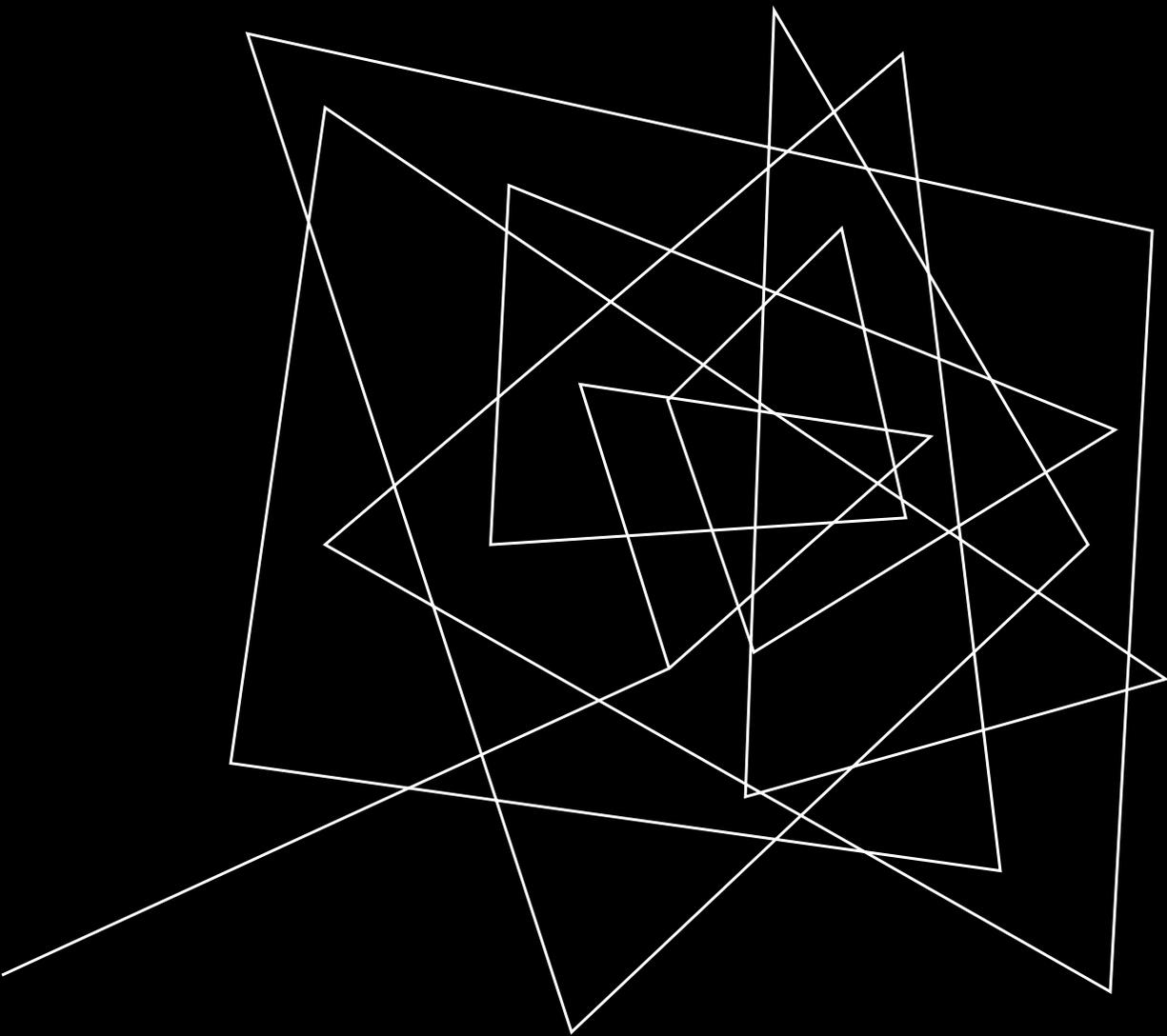
17+ YEARS OF LEADERSHIP  
& INVESTMENT

## Experience:

- Over 700k in equity and credit invested.
- 13+ years in corporate America with experience in:
  - Offer management, operations management, sales, engineering design, and service delivery.
- Previous owner of various businesses, including a web design company.
- 6+ years in IT consulting, management, implementation.
- Book authorship on lean operational and product development: Snap-In Systems Engineering

## Certifications/Education:

- Tech MBA, NJIT
- Product Management, Duke
- MSEng Systems Engineering, Stevens Institute of Technology
- BS in Electrical & Computer Engineering Tech, NJIT
- Previous: ITIL, CEH, multiple IoT product certs.



**CONSULTING  
SERVICES**

# THE CHALLENGES I HELP ADDRESS

**I provide the guidance and tools to go from a product ideation, to first sale, to continuous support.**

Where I can create impact:

- Build a product: Voice of customer, feature selection, risk management.
- Streamline execution: Project and product management practices.
- Drive sales: Pricing, go to market strategy, value-adds.
- Service: Product support, on-going product updates.

# THE SNAP-IN SYSTEMS ENGINEERING METHOD (SISE)

**My proven 4-part plan is what we'll use to go from concept to sale.**

SISE is a lean, easy to learn method that prepares your team for execution. It reduces cost and time by considering sales, operational, and service in an iterative process.

**Via consult sessions and cadence check-ins, we'll:**

- Part 1- Uncover product strategy, need, team needs, & voice of customer.
- Part 2- Develop features, requirements, and servicing strategy.
- Part 3- Validate plan, risks, costs.
- Part 4- Build a team, pricing model, go to market, and execution strategy.

# PART 1- CONCEPT OF OPERATIONS

**Providing tools and guidance to outline, explore, and align with customer.**

**I will work with you team to:**

- Strategize- synthesize product mission and vision.
- Align with customer- Product needs versus wants.
- Seek feedback- voice of customer interview guidance.
- Build on legacy- consider existing product, technology in strategy.

# PART 2: SYSTEM REQUIREMENTS

**Craft use cases, requirements, components, learn to test early and often.**

**I will work with you team to:**

- Draw the journey- turn customer needs and wants into use cases.
- Translate to build- functional and non-functional requirement guidance.
- Increase delivery speed- learn how to unit and component test.
- Consider servicing- conceptualize product support, maintenance.

# PART 3: PRELIMINARY DESIGN REVIEW

**Validate product before building, consider risks, costs, price, & servicing.**

**I will work with you team to:**

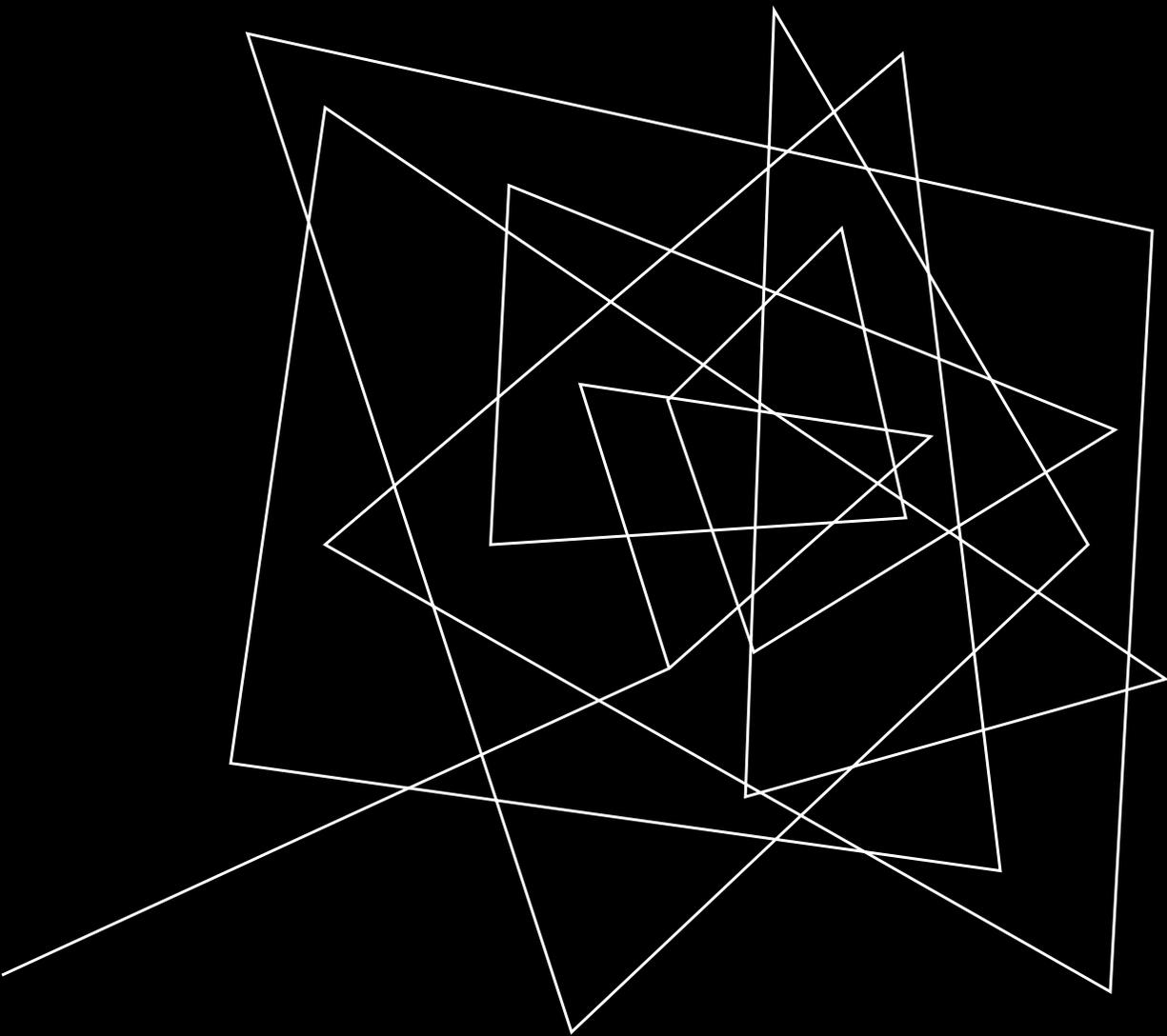
- Mitigate risk- understand how to weigh decisions versus risks, reward.
- Validate strategy- ensure you are building the right thing.
- Understand costs- identify fixed, variable, and avoidable expenses.

# PART 4: IMPLEMENT DESIGN

**Execute your build- bolster with sales, marketing, and operations collateral.**

**I will work with you team to:**

- Operationalize- build a team, create assets, tools, & project management.
- Enable sales- develop pricing, positioning, and sales assets, channels.
- Embed service model- create training, tools, processes.
- Iterate & execute- instill feedback loops, develop roadmaps, accountability.



**INVESTMENT  
SERVICES**

# DIRECT EQUITY, CREDIT

## ◆ I provide equity for these opportunities:

- Small business equity stake.
- Multifamily real estate.
- Warehousing/self storage.

## ◆ I provide credit for these opportunities:

- 1-3 year business loans.
- Real estate (levered, un-levered, personal guarantee).

dcerone is not a bank, a broker, or a financial advisor and does not provide investment advice.



# ENGAGEMENT

# CONSULT, CAPITAL, OR BOTH

adcerone offer 3 types of engagement based on your business needs.

Terms, time commitment, and financing are tailored to your specific situation.

Type	Includes
<b>Capital:</b> Equity or Credit	Check for equity, loan. LP or GP stake based on check size, needs.
<b>Consult Only:</b> Per Engagement	Deep research, strategy design, cadences, coaching.
<b>Hybrid:</b> Capital & Consult	Check for equity as GP plus consult services.

# WHAT TO EXPECT- CONSULTING

Engagement Commitment

Stage	Achieve	Outcome
Introductory Call (30 mins)	Understand business background, choose 1-2 pain points to be addressed, outcomes to be achieved.	Determine if business is a good fit for dcerone Consulting, next steps.
Discovery (1-2 Weeks)	Deep research on business, pain point, owner expectations. Align with client team.	Provide assessment on current situation, understand what's contributing to the problem, observe and discuss with business leader(s).
Strategize (1-2 Weeks)	Create strategy to address pain point(s), hold working sessions with client team.	Defined 1-3 priority issues with measurable, timebound outcomes. Provide ways to address issues.
SISE Method (1 Month +)	Work with client and team to build toward outcomes desired, address changes where needed, keep momentum.	Train team, hold cadences on metrics, implement technology where required.

This is a sample of a typical engagement. I customize stages and timelines based on your needs and outcomes desired.



# dcerone

Create Solutions for Change

**Reach out, bring your challenges:**

Daniel Cerone

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